## **Sales Account Manager**

**Current Incumbent:** **Department:** Business Development

**Reports to:** AVP of BD   **Direct Reports:** 0

**Status:** Full-Time, Exempt **Indirect Reports:** 0

**Updated:** October, 2021 **Eligible for Telework/CWW:** Yes

## **Summary of Position:**

The Sales Account Manager, is a highly skilled sales closer, who will lead the sales efforts for the NAA Click & Lease Program. The incumbent is a power user of salesforce.com and captures all data, conversations, actions and other inputs in salesforce.com and ably monitors, tracks sales progress and reports on sales results. The Sales Account Manager manages all aspects of the sales relationship pre-sale through sales closure and works closely with the NAA Lease department on post-sales activity and customer relationship management. The Sales Account Manager also works closely with the Sales team, as well as other NAA departments to further implement the NAA sales strategy and ensure seamless execution of NAA sales activity for the multifamily housing industry.

## **Principal Accountabilities:**

This position’s primary focus is to continue to foster the growth of the NAA National Lease Program. Selling NAA Click & Lease to potential stakeholders and expanding the penetration rate of the Lease program and other assigned products and services are the main priorities.

The Sales Account Manager has responsibility for implementing the Sales team’s strategic goals, objectives, and sales processes. In addition, the Sales Account Manager is responsible for informing the other teams within the business development department about the customers sales needs, monitors account churn and employs active new, renewal and retention strategies for assigned NAA products and services.

**Responsibilities Include:**

The Sales Account Manager ensures the customer sales experience and process goes smoothly through:

* Customer onboarding – understanding current process, their goals and pain points
* Conduct email and phone outreach, targeting qualified prospects
* Identify decision-makers, develop sales proposals, initiate contact, give sales presentations and close opportunities, and monitor renewals
* Devise regular customer sales meetings, and conference calls to review sales options, inform customers on latest product and service offerings and program feature enhancements to ensure retention
* Develop and maintain sales pipeline using salesforce.com dashboard reports to manage sales process and forecast sales to internal and external stakeholders using key account metrics, and track market penetration
* Resolve any sales issues and problems faced by customers and deal with complaints to maintain trust while serving as the main contact for NAA Click & Lease
* Coordinate sales activities with other NAA departments to ensure cross departmental sales opportunities are identified and maximized
* Other duties as assigned

**Affiliate Development**

* Collaborate with affiliates to obtain leads and acquire business intelligence working closely with NAA staff as well as property management/owners throughout the sales process
* Incorporate regional leads from Association Executives into sales pipeline
* Coordinate and participate in conference calls or meetings with affiliates to share important market and industry information and sales presentations

**Competencies:**

|  |  |
| --- | --- |
| Expertise | Technical capacity |
| Communication proficiency | Cultural Awareness |
| Organizational skills | Relationship Management |
| Critical Evaluation | Ethical Practice |

## **Supervisory Responsibilities:**

This position has no supervisory responsibilities.

## **Travel:**

Little to no travel is expected for this position. If any, travel would be local during the business day.

## **Required Education and Experience:**

* 3-5 years of sales experience in key account management or territory sales preferably in the multi-family housing industry (property management or supplier) and/or association membership sales.
* Experience in providing solutions based on customer needs
* Strong communication, interpersonal and presentation skills with aptitude in building relationships with professionals of all organizational levels
* Experience managing major national accounts at head office level
* Strong experience working in Salesforce.com or similar CRM
* Strong problem-solving skills
* Highly self-motivated and ability to work independently
* Excellent organizational skills and team player with ability multi-task in a team environment
* Travel required
* BS/BA in business administration, Marketing or related field, sales or relevant field experience

## **Preferred Education and Experience:**

* Experience with financial management, including budget development, tracking expenditures and cost analysis estimate generation
* Strong operational knowledge of the multi-family industry
* Comfortable communicating with C-suite executives
* Participate in interdepartmental working groups regularly
* Perform other duties as assigned

## **Physical Demands:**

While performing the duties of the job, the employee is regularly required to sit, use hands to finger, handle or feel objects, tools or controls; reach with hands and arms. The employee may occasionally lift up to 20 pounds.

## **Work Environment:**

Work is regularly performed in a professional office environment and routinely uses standard office equipment.

The physical demands and work environment described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

## **Signatures:**

This job description has been approved by all levels of management:

Manager \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

HR \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Employees signature below constitutes employee’s understanding of the requirement, essential function and duties of the position.

Employee \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Please send resumes, cover letter and salary history to** [**Resumes@naahq.org**](mailto:Resumes@naahq.org)**. No phone calls, please. EOE M/F/H/V**